Problem setting. Under current conditions, the Ukrainian society and state are in an urgent need of a target-oriented information policy, which, on the one hand, would meet people’s information needs providing for their all-round and harmonious development, and on the other hand, could serve as an effective instrument of ensuring the national security and territorial integrity of Ukraine.

Recent research and publications analysis. The issue of determining the principles and specific features of the state information policy implementation has been dwelt upon in the works by a number of Ukrainian researchers. However, the said research works considered the tasks of the state to be fulfilled in a stable foreign and domestic policy situation.

The paper objective is to determine the basic principles, objectives and instruments of the state information policy at the current stage of development of the Ukrainian state and society.

The paper main body. State information policy is a legalized process of controlling and organizing public authorities’ impact on the information sphere exerted by means of a variety of mechanisms, arrangements and instruments.

The subject of state information policy as a field of scientific knowledge (in a general sense) is a society’s information sphere of life i.e. a combination of information; information infrastructure; entities that collect, process, disseminate and use information; and a system regulating the social relations emerging thereof.

The content of the state information policy tasks depends on the new political and socio-economic conditions of a country’s development, accumulated experience of implementing state policy measures in the field of creation, dissemination and use of information and practices of information policy implementation in the advanced countries.

The transition to an information society is inseparably attached to a continued democratization of the political and civil life. In terms of information policy, it means a general recognition of presumption of publicly available information and protection of citizens’ information rights.

An active development of an information society gives rise to people’s huge demand for information. The need for satisfying the demand determines a special role media plays in the social life. Mass media is an efficient channel of informing the society about authorities’ activity, and informing the authorities about the society’s life and its reaction to authorities’ actions.

Conclusions of the research. Thus, the basic provisions of the Ukrainian
state information policy can be formulated as follows:

1) the state ensures compliance of domestic information laws with the relevant European standards;

2) the state develops actively information technologies and creates conditions for information infrastructure growth;

3) the state proceeds from the implicit legal equality of all the information interaction parties irrespective of their political, social or economic status;

4) the state improves the existing and develops, based on the European standards, a new legal framework for social information relations, and controls its unconditioned adherence;

5) information access restriction is exception to the common principle of data transparency and is practiced only as permitted by law.